DrupalCon
EUROPE**2021**
OCTOBER 4-7

SPONSORSHIP BROCHURE

DrupalCon Europe 2021
4 October - 7 October
Online, CET Timezone

KUONI Congress

Join us for DrupalCon Europe 2021!

Join us for DrupalCon Europe, where the people who make amazing digital experiences possible come together to make them even better.

In light of the continuing COVID-19 pandemic, this year's weeklong event is all virtual and all inclusive, with opportunities for learning, networking and contributing to the Drupal ecosystem from wherever you are. The Kuoni Congress team, DrupalCon European Advisory Committee, and an amazing team of volunteers are back to turn DrupalCon Europe into an innovative virtual event. The virtual format will unlock new opportunities together and make the conference even more accessible to a worldwide audience.

The virtual DrupalCon Europe Conference will take place online, from 4-7 October 2021, in a CET Timezone.

We have some exciting new changes to this year's virtual event!

• DrupalCon Europe 2021 is partnering with regional DrupalCamps to host the European Drupal Community (and beyond) under one event! A single DrupalCon ticket will give you access to all participating DrupalCamps.

• Sponsors can customize the experience to make the most of the expanded audience - participating DrupalCamps will provide their own unique sponsor opportunities at DrupalCon Europe. Kuoni Congress is working with Drupal community organizers and will announce participating DrupalCamps soon!

DrupalCon drives rapid innovation through contribution, grows and diversifies Drupal talent, and makes the decision to adopt Drupal even easier by showcasing the Drupal project and community at its best - be a part of it by sponsoring DrupalCon today!

Thank you for your support!

Carrie Lacina
Development & Engagement Director
Drupal Association

The DrupalCon Europe
Organizing Secretariat
Kuoni Congress

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WHY SUPPORT
AN ONLINE DRUPALCON?

This year's DrupalCon Europe is all virtual and all inclusive, with opportunities for learning, networking and contributing to the Drupal ecosystem from wherever you are, whether you're experienced or new to Drupal. An online conference is similar to an event happening in a congress center, with a wider reach and even more ways to engage with attendees. Attendees can easily join online conferences from anywhere through the platform and explore all its functionalities – attend sessions, watch keynotes, explore networking opportunities and engage with exhibitors at their booths. The online world offers unlimited space to meet with the community and interact via chat, video or live polls or Q&A.

Cost-saving and budget control

Sponsorship packages offer you accurate budget control. All expenses related to the exhibition (set up & dismantling), staff travelling, accommodation and food are no longer an issue.

Engagement

The virtual platform offers many tools which ensure interaction with attendees - live Q&A, polls, virtual networking functions, scheduled or on demand meetings as well as your company materials available at your stand. Social events will bring conference attendees together in an informal environment.

Flexibility and customization

An online conference will elevate your brand visibility and engage the audience through customized virtual environments which reflect your company identity. Do you have any ideas or thoughts you would like to implement? Let us know and we will try to find a solution which meets your expectations.

Accessible & Environmentally friendly

Attendees can join the conference from their homes or offices which makes it accessible for a wider audience (people with disabilities, parents with small children, etc.). With no need to travel to the congress venue, the carbon footprint is reduced which helps our environment.

Opportunity to expand reach and lifespan of shared content

Remote conference allows more participants to attend without need to travel, which together with reduced ticket price makes DrupalCon Europe 2021 more affordable to the community. Share with attendees your company materials such as videos, handouts, demos, URLs or PDFs which will be available during and after the conference.

Comprehensive data analytics and reports

Data is crucial to develop and evaluate every business. You will get important insights about the attendee's journey – who visited your stand and the level of interaction. Collect valuable data during your sessions via interaction with attendees (Q&A, poll or just invite attendees to your session).

WHY SUPPORT
DRUPALCON EUROPE?

DrupalCon brings together experts from all around the world who represent a variety of industries. Gain visibility and engage with hundreds of Builders, Content & Digital Marketers, Agency Leaders, and Decision-Makers at the largest Drupal event in Europe.

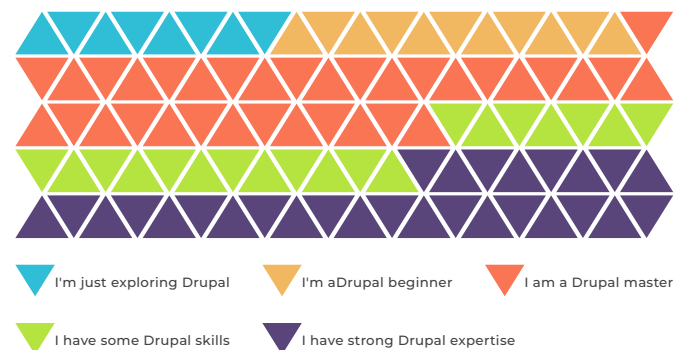**Become a DrupalCon Europe 2021 Sponsor and get benefits below:**

- Opportunities to launch new products and support offerings, expand your partner network, onboard new or prospective clients, expand existing accounts and attract top Drupal talent
- Position your organization at the centre of one of the world's largest and most-established open source projects
- Strong company brand visibility
- Significant cost-savings and budget control that you can expect from a virtual event
- Consultation and resources to best engage your team and clients and drive additional value for your sponsorship investment
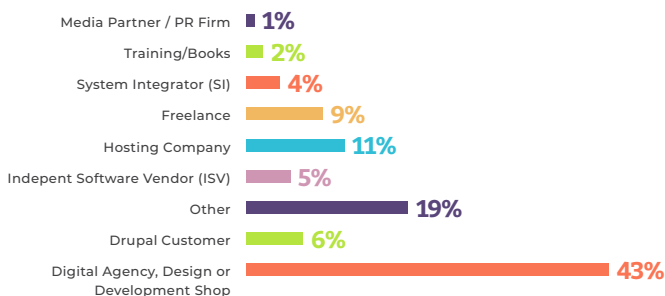
DRUPALCON EUROPE
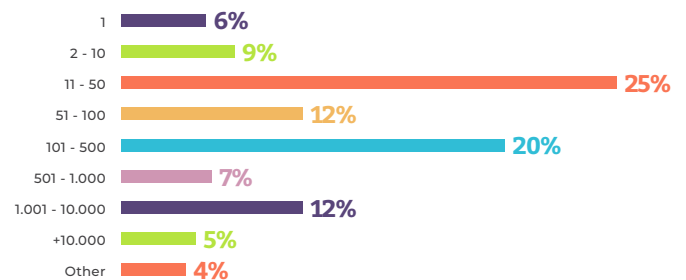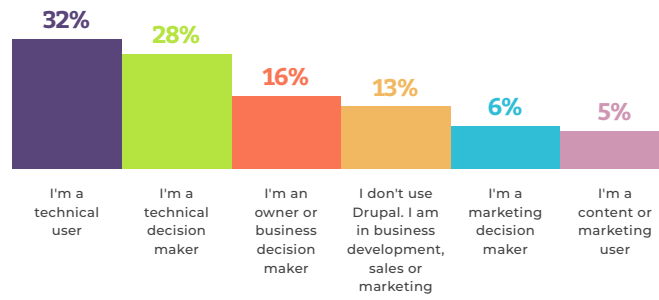### 2020 Statistics

Session Diversity

AGENCY & BUSINESS		OF THE **25**	44%
CLIENTS & INDUSTRY EXPERIENCE		OF THE **21**	14%
MAKERS & BUILDERS		OF THE **38**	34%
OPEN WEB COMMUNITY		OF THE **23**	30%
USERS & EDITORS		OF THE **76**	22%

Drupal Skill Level

- I'm just exploring Drupal
- I'm a Drupal beginner
- I am a Drupal master
- I have some Drupal skills
- I have strong Drupal expertise

Organisation Type

Media Partner / PR Firm	1%
Training/Books	2%
System Integrator (SI)	4%
Freelance	9%
Hosting Company	11%
Indepent Software Vendor (ISV)	5%
Other	19%
Drupal Customer	6%
Digital Agency, Design or Development Shop	43%

Organisation Size

1	6%
2 - 10	9%
11 - 50	25%
51 - 100	12%
101 - 500	20%
501 - 1.000	7%
1.001 - 10.000	12%
+10.000	5%
Other	4%

Job Role

32%	28%	16%	13%	6%	5%
I'm a technical user	I'm a technical decision maker	I'm an owner or business decision maker	I don't use Drupal. I am in business development, sales or marketing	I'm a marketing decision maker	I'm a content or marketing user

Partners & Stands

14 Partners and 11 stands in the Virtual Exhibition.

ACQUIA   Dropsolid

PANTHEON   platform.sh

1x INTERNET   annertech

srijan: LEMBERG

VONAGE   I/O amazee.io

open social   werk21

lagoon | Lando   Google

Exhibition Engagement

Hundreds of shared Videos, PDFs and URLs

19 Exhibitor Sessions and 4 Exhibitor Main Stage Presentations

600 combined views of sponsored sessions

Past DrupalCon Attendees

"By sponsoring DrupalCon, Acquia gets to support, learn from and share our Drupal experiences with the best Open Source Community on the planet!"

Lynne Capozzi, CMO at Acquia

"Sponsoring Drupalcon is an excellent opportunity for Dropsolid to share our experiences, reconnect with, learn from, and give back to the amazing Drupal Community."

Leen Penders, Chief Marketing Officer at Dropsolid

"DrupalCon is the biggest lead generation tool of any of our marketing campaigns, and it's a no brainer because it supports the community and offers great thought leadership. We could not imagine not being at DrupalCon ... its great value for the business but also for the community."

Atoosa Campbell, Senior Event Marketing Manager at Pantheon

"Sponsoring DrupalCon allows us to promote our brand, connect with clients, source new leads and boost our employer-brand for new talent. It also reiterates our ongoing commitment and contribution to the Drupal community."

Jason Lewis, Head of Marketing & Brand, Partner at Amazee Labs

"Platform.sh started with a love for Drupal. Sponsoring DrupalCon allows us at Platform.sh to stay connected to the Drupal community, to engage, provide our insights, and to keep learning about the latest Drupal news!"

Barbara Gian, Digital Marketing Specialist at Platform.sh

SPONSORSHIP
OPPORTUNITIES

The following sponsorship opportunities are designed for your company to accomplish your business goals. You can choose an exclusive Core package or a Module sponsorship. To boost your sponsorship, you can select from the Add-on offers. Do not forget to learn more about DrupalCamp sponsor packages to support local communities.

Core sponsorship
An exclusive sponsorship which guarantees the highest visibility and acknowledgement. Virtual Exhibition stands are reserved only for Core sponsors.

Module sponsorship
Modules can be purchased separately or combined into your own package. Core sponsors can add modules to their sponsorship.

Add-ons
Core and Module sponsors are welcome to level up their packages with Add-ons (not the other way around).

DrupalCamp packages
Kuoni Congress is working with Drupal community organizers and will announce participating DrupalCamps soon!

Once they are announced, you can contact each local Camp Organizer to participate in their partner event. DrupalCamp packages can be combined with a DrupalCon package for additional savings.

Pro-tips

- Place your order right away, "First signed First served" basis (stand availability and fulfilment of your package)

- If you need more tickets than what you received with your package, you can purchase them any time at the discounted price (125 EUR/ticket)

- Review the sponsor guide and note the deadlines (will be provided when time comes)

How to reduce your costs?

- 10% discount on your sponsorship package if you are a Drupal Association Supporter. Program fees support the Drupal Association, the organization that enables contributions to drive the Drupal project forward, makes it easier to choose Drupal, and fosters a diverse, healthy community. Learn more by visiting this link

- Add-ons
  » 50% discount on add-ons in addition to a Diamond Core package
  » 30% discount on add-ons in addition to a Platinum Core package
  » 10% discount on add-ons in addition to a Gold Core package
  » 5% discount on add-ons in addition to a Silver Core package

- DrupalCamps package + DrupalCon sponsorships
  » 10% discount on your DrupalCon sponsorship package if you are a new sponsor* and upgrade your Camp package
  » 5% discount on your DrupalCon sponsorship package if you are a historical sponsor** and upgrade your Camp package

- DrupalCon package + 2 or more DrupalCamps packages
  » Custom % discount discussion if you are a historical** sponsor and upgrade your DrupalCon package to support 2 or more DrupalCamps

* Not present at DrupalCon Europe (2019/2020).
** You sponsored at least one of the last two DrupalCon Europe (2019/2020).

CORE
SPONSORSHIPS

All rates listed in this brochure are exempted from VAT; following the Swiss regulation (VAT exempt supply in field of education and training (art. 21 (2)(11)) mwstg)

Package availability	DIAMOND 0/3	PLATINUM 4/6	GOLD 13/15	SILVER 27/30
Price	€ 21,000	€ 10,500	€ 6,000	€ 3,500
ACCESS				
DrupalCon Tickets	25	20	10	5
Attendee list (Name, Title, Organization)* *Upon consent of the participant*	Yes	Yes	-	-
EXHIBITION				
Exhibit space	Large Stand	Medium Stand	Small Stand	Small Stand
Virtual Stand Personalization · Company Description · Social Media Links · Event Offer/Interest Button · Customized Content Area (text, videos, URLs, other materials) · Polls · Opportunity to share slide presentations · Dedicated Chat Area	Yes	Yes	Yes	Yes
Statistics and notifications · Notification when somebody enters your stand · Statistics (who visited your stand, interaction, clicks, etc.)	Yes	Yes	Yes	Yes
CONTENT AND KNOWLEDGE EXCHANGE				
Lunch Main Stage speaking opportunity* · Scheduled and promoted Main Stage lunch session *"First signed First served" basis*	1 x 30 min	-	-	-
Scheduled & promoted live sponsored sessions* *Concurrent sessions with official program*	2 x 45 min session	1 x 45 min session	1 x 20 min session	-
Intermission - Main Stage Airtime	1 x 10 min	1 x 10 min	-	-
Keynote Speaker's introduction 3 min speaking opportunity (Driesnote excluded)* *"First signed First served" basis*	Yes	-	-	-
Tweets from @DrupalConEur account Dedicated Tweet with company content	5	3	2	1
Dedicated mailing sent to attendees on behalf of sponsor	1 pre-event 1 post-event	1 post-event	-	-
Unscheduled live sessions / talks / activities at your stand	Unlimited	Unlimited	Unlimited	Unlimited

| Package availability	DIAMOND 0/3	PLATINUM 4/6	GOLD 13/15	SILVER 27/30
EXPOSURE				
Logo on Main Stage background	Yes	-	-	-
Logo placement on Session surveys	Survey Header	Survey Footer	-	-
Exclusive Logo Placement on Reception Page of the Event Platform	Yes	Yes	-	-
Logo placement on Event Website	Website Header + Sponsor Page	Website Footer + Sponsor Page	Sponsor Page	Sponsor Page
Logo placement on all Event communication emails	Yes	Yes	-	-
Banner Ad on Event Website	Yes	Yes	-	-
Digital totebag	Premium Placement	Inclusion	Inclusion	-
ADDITIONAL				
Drupal job posts on drupal.org* *upon sponsor's request*	10	7	5	2
Opportunity to provide Prizes for Trivia Event* *delivery to be organized by sponsor*	Yes	Yes	Yes	Yes
Post congress statistics	Yes	Yes	Yes	Yes
DISCOUNTS				
Drupal Association Supporter	10 %	10 %	10 %	10 %
Add-ons sponsorship opportunities	50 %	30 %	10 %	5 %

VIRTUAL
EXHIBITION
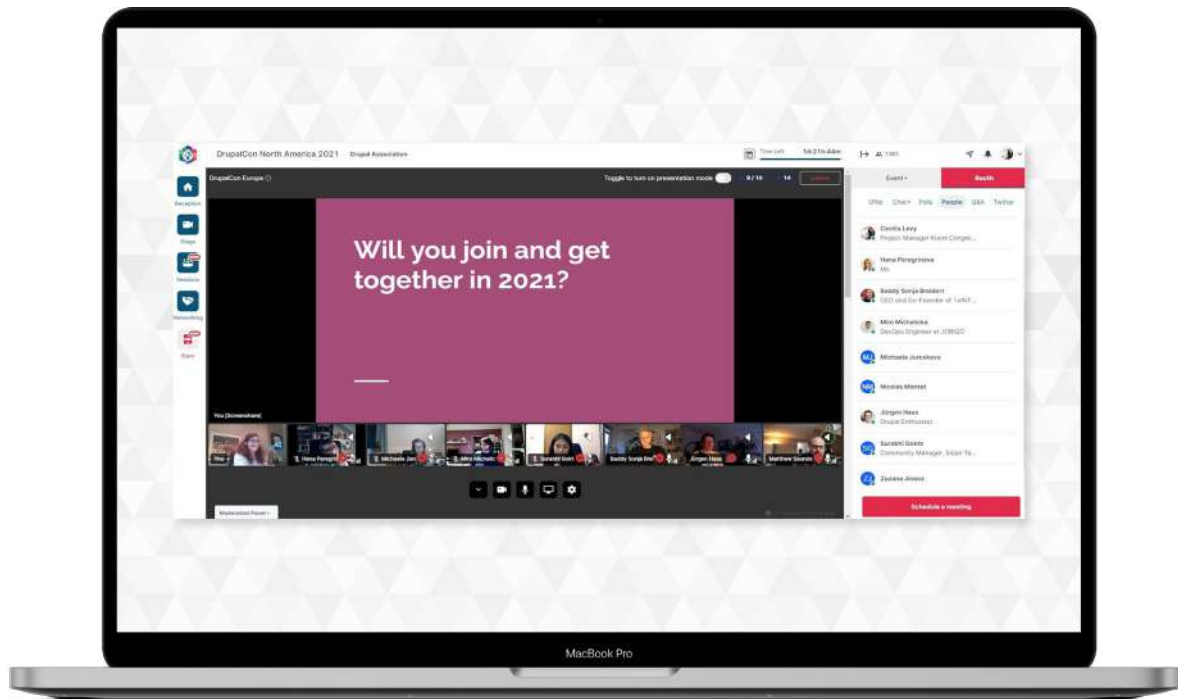
Virtual exhibition will be accessible to all attendees from 4 to 7 October 2021 and dedicated time slots (such as coffee/lunch breaks) will be part of the conference schedule to allow attendees to explore the exhibition and engage with sponsors & exhibitors.

What is new on this year´s virtual platform?
· Interactive sessions directly in your stand with up to 9 people on screen
· On-demand content (Google slides/videos)
· Connection to Social Medias (Twitter, Facebook, Instagram, LinkedIn)
· Customized content area (embedded widgets, videos, hyperlinks, other sponsor´s materials)
· Dedicated chat area
· Polls availability
· Offer/Interest button
· Statistics and notifications (level on interaction, number of clicks, online attendee on the stand)

MODULE
SPONSORSHIPS

Have a look at our Module sponsorship packages which can be purchased separately and may better suit your business needs. You can also boost your Core sponsorship package thanks to a combined Module.

All Module Sponsorships include:
· Listing on DrupalCon Europe web sponsor page

LUNCH MAIN STAGE SPEAKING OPPORTUNITY
EXCLUSIVE

5.000 €

30 minutes session on the Main Stage (Auditorium) listed in the conference. Take the lunch break as an opportunity to promote your latest projects, share your customer experiences, or simply schedule a demonstration in front of a large audience. Another significant exposure right before one of the keynotes when no other session is happening!

· 2 DrupalCon tickets
· 30 minutes live or pre-recorded presentation
· Promotion on the event website
· 1x announcement tweet prior to the event sent from official DrupalCon Europe account
· Schedule assignment based on availability and chosen following "First signed First served" basis

VIRTUAL PHOTOBOOTH
EXCLUSIVE

4.000 €

Don't let virtual be boring or memoryless, give attendees a reason to smile! Let this fun, customizable, fast, easy to use virtual photobooth, help you create social content, engagement and increase your brand visibility and awareness while fostering the cohesive atmosphere of an in-person event.

· Package of up to 2 000 virtual photos (option: up to 4 000 photos + 1.500€)
· Customization of the photobooth according to your branding including DrupalCon official branding (virtual background, frame, stickers)
· Access all day long + 15 min dedicated and promoted slot for the "official group photo"
· Access possible to the photo gallery (upon consent of participants) after the event
· Promotion on the event website

Note: Only selfies are possible, photo mosaic to be considered for the group photo

SPONSORED IN DEPTH-WORKSHOP

2 AVAILABLE

3.000 €

Choose your topic and speakers and provide a specific audience the chance to practice what they've learnt during an in-depth workshop up to 120 min. Pre-registration will be asked for extra lead generation!

· Up to 120 min live workshop (in parallel with the Conference Program*)
· Two options available:
  » An interactive workshop with up to 9 people on the screen at the time within the platform. The workshop will be listed in the schedule only for pre-registered attendees
  » Use the platform of your choice (Zoom, Meeting, etc.) which meets your specific requirements. The workshop will be listed in the schedule only for pre-registered attendees and other technical details will be discussed according to the chosen platform
· Promotion on the event website
· 1x announcement tweet prior to the event sent from official DrupalCon Europe account

Note: *Workshop scheduled to be based on program availability and on a "First signed First served" basis

SOLD OUT

SPONSORED TRACK

5 AVAILABLE (1 PER TRACK)

3.000 €

Align your brand with sessions content and show your colors on one of the 5 tracks that compose the program: Agency & Business / Clients & Industry Experiences / Makers & Builders / Open Web & Community / Users & Editors

· Logo inclusion on every session preview of the chosen track
· Mention of the sponsor within the session information
· Promotion on the event website

Note: Track choice to be based on a "First signed First served" basis

DRUPALCON SCHOLARSHIPS
UNLIMITED

2.500 €
10 scholarship recipients

DrupalCon Registration Scholarships help support those who are traditionally underrepresented and/or marginalized in open source communities who might not otherwise have the opportunity to attend tech events for financial reasons.

· 10 registrations to DrupalCon Europe 2021
· Logo on the scholarship website page
· Acknowledgment in a message/confirmation email to recipients
· 1x announcement tweet prior to the event sent from official DrupalCon Europe account

Notes:
· Possibility to support recipients from a specific region or country
· Selection and communication with recipients is organized by the Organizer
· Recipients remain anonymous to sponsor

HALLWAY TRACK
4 AVAILABLE (1 PER DAY)

2.000 €

One of the most important parts of every conference is meeting other people and building a community connection. Sponsor this essential activity and give attendees the space to meet, have an organic conversation or simply enjoy time with other Drupal Community Members.

· Logo inclusion in the Hallway Track Area
· Promotion on the event website
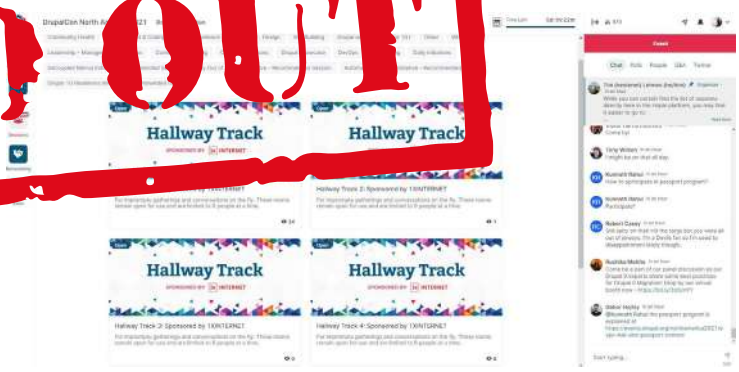
SOLD OUT

MODULE
SOCIAL EVENTS

OPENING RECEPTION
EXCLUSIVE

3.500 €

Be the first to kick off a week of exciting activities with this fun and intimate kick-off celebration! Some ice-breaking surprises to be expected!

· A short welcoming speech or possibility to play a video as an introduction to the Opening Reception
· Ability to propose/suggest to organizers the opening ceremony activity (up to 30 min)
· Logo on Opening Reception event slides
· 1x announcement tweet prior to the event sent from official DrupalCon Europe

TRIVIA NIGHT
EXCLUSIVE

3.000 €

SOLD OUT

In the grand tradition of pub quizzes, there will be 6 rounds of 10 questions covering all things Drupal, and a few more questions about general web topics. Help fund this popular community event where hundreds of Drupalistas gather to socialize and compete for first place.

· A short welcoming speech or possibility to play a video (up to 1 min)
· Sponsors have the possibility to organize delivery of branded items for participants and/or the winning teams (i.e. shirts, stickers, etc.)
· Logo on Trivia Night slide show
· 1x announcement tweet prior to the event sent from official DrupalCon Europe account

WOMEN IN DRUPAL
2 AVAILABLE

500 €

There are more and more women in Drupal each year - be sure to support one of the fastest growing sectors by sponsoring Women in Drupal!

· A short welcoming speech or possibility to play a video as an introduction to the social event
· Logo on Women in Drupal Session Information + slides (in case of a presentation)
· 1x announcement tweet prior to the event sent from official DrupalCon Europe account

Note: In our efforts to encourage open collaboration among peers in a safe environment, we ask that sponsors not attempt to solicit at these events.

ADD-ONS

OFFICIAL T-SHIRT IN THE SWAG SHOP

EXCLUSIVE

4.000 €

Even with a virtual event we want to give the attendees the opportunity to bring their official DrupalCon Europe 2021 branded t-shirt "back at home". The t-shirt is a souvenir turned collector item and will be available in the official Drupal swag shop!

Every purchase will directly contribute to Drupal with at least 10% of all sales (excluding shipping) going to the Drupal Association.

- Your logo in colors or white on the "Premium" t-shirt collection along with the DrupalCon Europe 2021 logo

Notes:
- Several t-shirt colors available part of the sponsorship
- Printing area on the back of the shirt
- Collection = Men/Women/Unisex/Teenage/Kid on demand

INTERMISSION - 10 MIN MAIN STAGE AIRTIME

11 AVAILABLE

3.000 €

Break the monotony of the virtual conference by offering dynamic, original and engaged content. A superb opportunity to be heard and seen on the Main Stage in-between sessions.

- Up to 10 min airtime
- Option to choose between live presentation or pre-recorded content

MAIN STAGE - 90 SECOND PRE-RECORDED VIDEO

4 AVAILABLE

2.500 €

Want to drive traffic to your stand, announce a special session, or a giveaway? We'll make sure it's done professionally and with maximum visibility.

- 1x 90 Second pre-recorded video on the Main Stage

NEWSLETTER ADVERTISEMENT
4 AVAILABLE

<div>1.500 €</div>

Share your company content in one of DrupalCon Europe 2021's newsletter of your choice which will be sent out to more than 6 000 people interested in Drupal. Combine texts, hyperlinks or videos to engage with the community.

· 1x Content in DrupalCon Europe 2021 Newsletter (up to 1 000 characters incl. spaces)

Note: Newsletter issue to be chosen following "First signed First served" basis

POLL ON THE MAIN STAGE BEFORE A KEYNOTE
## 4 AVAILABLE

<div>1.000 €</div>

Visualize audience feedback in real time thanks to the live poll. Your questions will be posted prior to one of the Keynote sessions to gain maximum engagement and ensure valuable data.

· Up to 2 questions (max 200 characters incl. spaces) with unique choice answer
· Number of answers is not limited

Note: Time slot to be chosen following "First signed First served" basis
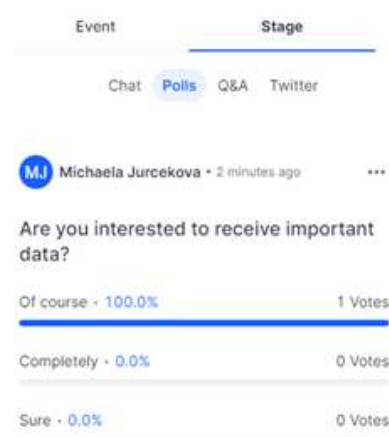
ADD-ONS
BRANDING OPPORTUNITIES

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(VAT exempt supply in field of education and training (art. 21 (2(11)) mwstg)

Get more visibility and display your company logo, banner or product advertisement on different locations of the platform.

SESSION RECORDINGS LOGO
EXCLUSIVE

3.000 €

Add your logo to the official Conference session recordings for this exclusive partnership. Each video is edited and published on the Drupal Association's Youtube channel after the event for global visibility.

MAIN STAGE KEYNOTE LOGO
EXCLUSIVE

2.000 €

Add your logo at the end of the official DrupalCon Europe 2021 jingle video which will be aired before each Keynote session on the Main Stage.

HAVE AN IDEA

THAT IS NOT LISTED ON THIS BROCHURE?

As it is often raised, "only the sky is the limit".

To adapt to this "new normal", we would like our sponsors to take advantage of the freedom linked to our new virtual environment, to think outside the box, and suggest new opportunities to develop by early October.

Are you thinking of organizing a local meetup and want to be part of DrupalCon Europe 2021?
The on-going situation is hard to predict by October, however, we are open to discuss the possibility to organize a local "hybrid" event combining an in-person meetup with the virtual DrupalCon experience.

Aren't you entirely convinced yet by one of the listed packages?
Arrange a meeting with our team to craft a custom sponsorship to suit your needs!

We will explore each idea with great attention, try to be flexible, and do our best to optimize your returns on investments under the best possible conditions for the Drupal Community.

DrupalCon Europe Organizing
Secretariat · Kuoni Congress
drupal@kuoni-congress.com

Thank you to our DrupalCon Sponsors!